



National University of Science and Technology

Think in Other Terms



DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

AN ANALYSIS OF THE *NEWSDAY SOUTHERN EDITION'S* FRAMING OF
DEVOLUTION OF POWER DURING THE CONSTITUTION MAKING PROCESS IN
ZIMBABWE.

BY

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Abstract

The study sought to understand how the *NewsDay Southern Edition* framed the contentious issue of the devolution of power in Zimbabwe during the constitution making process, which was supervised by the Inclusive Government between 2010 and 2012. The underlying assumption of this study was that understanding how the issue of devolution was framed “is of vital importance to how the general public and policy makers will respond to this kind of governance” (Agwu and Amu, 2013:1). The study’s point of departure was the argument that journalism is better treated as an argumentative discourse genre. Positioned within the qualitative approach, the study argued that the *NewsDay Southern Edition* actively put devolution of power on the public agenda by playing mainly the facilitative and radical roles of the media. Qualitative methodology was chosen for this study in that it required a close analysis of textual elements with the view of tracing meanings implied, arguments being made in the stories and the techniques used to make such arguments. 10 articles were subjected to discourse analysis and revealed that the *NewsDay Southern Edition* promoted the agenda for devolution of power by giving it a glaring positive coverage despite counter arguments. The *NewsDay Southern Edition* participated in the debates on devolution as a political actor through various techniques such as argumentation and rhetoric. It can also be argued that the *NewsDay Southern Edition* played a hegemonic role by directing the discourse on devolution which might have limited the debate on this proposed administrative system of governance which was offered as an alternative to the problematic unitary set up.